

**Good evening everyone and welcome to all our new members,**

Congrats so far on our last profile which is starting to heat up again, we are expecting more out of that one in the coming days.

We have an extremely interesting story for you today. Recently went public flying under the radar with the **same gentlemen that brought us Mikes Hard Lemonade and more.**

**Upper Street Marketing, Inc. (OTC: UPPR)**

**59M shares outstanding**

**Last reported float under 1.7M shares**

Secured exclusive sales and distribution agreement for **Frank's RedHot Beverages** Including Frank's Red Hot Bloody Mary- see [\(http://www.ennoblebeverages.com/brands/\)](http://www.ennoblebeverages.com/brands/)

**Recent News October 11th, 2016**

**Upper Street Marketing, Inc. Takes New Direction in Beverage Industry, Partners With Former Mike's Hard Lemonade Team**

Proven Leader in the Flavored Malt Beverage Industry, Feza Sanigok, and Upper Street Marketing Partner to Launch New Products- Full PR -

<https://www.otcmartets.com/stock/UPPR/news/Upper-Street-Marketing--Inc--Takes-New-Direction-in-Beverage-Industry--Partners-With-Former-Mike-s-Hard-Lemonade-Team?id=142221&b=y>

**Issued December 13th, 2016**

**Through Their Exclusive Sales and Distribution Agreement with Frank's RedHot Beverage Products, Upper Street Marketing, Inc. Takes Another Step**

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## **Toward Building a Next-Gen Beverage Empire**

Full PR- <https://www.otcmartets.com/stock/UPPR/news/Through-Their-Exclusive-Sales-and-Distribution-Agreement-with-Frank-s-RedHot-Beverage-Products--Upper-Street-Marketing--Inc--Takes-Another-Step-Toward-Building-a-Next-Gen-Beverage-Empire?id=146884&b=y>

### **Management**

CHRIS PFEIFER - CMO, COO

One of the most experienced specialty beverage alcohol marketers in North America. With 19 years of accomplishments in; sales, trade marketing, brand management, consumer marketing and innovation. Managed brands such as; Mike's Hard lemonade, Beck's Lager, Palm Bay and Strongbow Cider.

CEO, Foundry Brands Inc., Port Moody, BC (2011 – Present)

### **Licensed Frank's RedHot brand for beverage alcohol use in North America**

#### **Launched the categories first ready to drink (RTD) Bloody Mary in the US**

Director of Marketing, Mark Anthony Brands (MAB) Ltd., Vancouver, BC (2004 – 2011)

Grew MAB's cold drink portfolio from #4 to #1 in Canada

**Created and launched three of the categories most successful products; Palm Bay (\$50M/yr. revenue), Mike's Hard Lemonade US mixer pack (\$20M/yr. revenue), ROCKSTAR+VODKA (\$10M/yr. revenue)**

Marketing Manager, Constellation Brands, Mississauga, ON (1999 – 2004)

Grew Constellation Brands cold drink portfolio from #3 to #1 in Canada

Increased cider share from 40% to 55% of category, tripled spirit coolers share to 9%

## **FEZA SANIGOK - CEO, CFO**

20+ years of cross-functional leadership and change management experience in diverse business models and industries, various organizational structures including not-for-profits, in businesses at various stages of their life cycles from pre start-up to liquidation and in diverse cultural environments.

I have been instrumental in launching start-ups, developing new businesses as well as turning around existing businesses in various business formats and diverse organizational scale. I am relentlessly focused on top-line growth balanced with healthy and sustainable profit growth enabling and empowering all stakeholders in any business generate incremental value for themselves, shareholders and owners.

My goal in life is to continue asking questions, discovering trends, developing insights and empowering the teams and organizations I work with to unleash their leadership bandwidth, communicate clearly and take action towards whatever vision and mission they are enrolled in.

This is all flying under the radar until now...

Remember your trading rules and stay tuned for our updates coming soon.

The Team

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